



100-035USA000

SUBSTITUTE COMBINED DECLARATION OF INVENTORSHIP
AND POWER OF ATTORNEY

SIR:

As the below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below, next to my name.

I believe I am the original, first and sole inventor of the subject matter of the invention entitled "INTERNET-BASED METHOD OF AND SYSTEM FOR MANAGING, DISTRIBUTING AND SERVING CONSUMER PRODUCT RELATED INFORMATION TO CONSUMERS IN PHYSICAL AND ELECTRONIC STREAMS OF COMMERCE" disclosed and claimed in US Patent Application Number 09/599,690 filed June 22, 2000, for which a U.S. Letters Patent is sought.

I hereby state that I have reviewed and understand the contents of the Specification of said Application, including the Claims to Invention attached thereto.

I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, §1.56 (a), which occurred between the filing date of the prior US Application Serial No. 08/736,798 filed October 25, 1996 and the present Application filed herewith.

Under 35 USC Section 120, I hereby claim priority to the earlier filing dates of: copending Application No. 09/483,105 filed January 14, 2000; copending Application No. 09/465,859 filed December 17, 1999; which is a Continuation-in-Part of copending Application No. 09/447,121 filed November 22, 1999; copending Application 09/441,973 filed November 17, 1999; which is a Continuation-in-Part of copending Application Serial No. 09/284,917 which was entered into the U.S. on April 21, 1999 which is a National Stage Entry Application from International Application No. PCT/US97/19227 filed October 27, 1997, published as WIPO Publication No. WO 98/19259 on May 7, 1998; as well as a Continuation-in-Part of the following U.S. Applications: No. 08/736,798 filed October 25, 1996, No. 08/752,136 filed November 19, 1996; No. 08/826,120 filed March 27, 1997; No. 08/854,877 filed May 12, 1997, now U.S. Letters Patent 5,950,173; No. 08/871,815 filed June 9, 1997; and No. 08/936,375 filed September 24, 1997, each said Application is commonly owned by IPPF, Inc., and is incorporated herein by reference in its entirety as if fully set forth herein.

I hereby appoint Thomas J. Perkowski, Esq., Reg. No. 33,134, of Soundview Plaza, 1266 East Main Street, Stamford, Connecticut 06902, to represent Applicants before the United States Patent and Trademark Office and to transact all business in connection with the above-referenced application, and any continuation, division and continuation-in-part applications thereof.

Substitute Combined Declaration of Inventorship/
Power of Attorney
USSN: 09/599,690
Attorney Docket No. 100-035USA000

Please send all future correspondence in the above-referenced Application to:

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Date: October 31, 2000